

### **REMARKS**

Applicants have submitted this Amendment and Request for Continued Examination so that the Examiner may consider the alternate claims as modified herein. By this amendment, Applicants have modified independent claim 7 to specify the state of the roll-shaped printing medium wherein the printing medium has partial or half cuts formed in a longitudinal direction parallel to a feed direction for the roll-shaped printing medium. Applicants have also specified that a first portion where no image data is formed does not have cuts formed perpendicular to the feed direction but that another portion does have the cuts formed in a direction perpendicular to the feed direction. Essentially, this is the state of the printing medium wherein part of the roll resides in the printer which has not been printed and only has longitudinal cuts. The portion that has been printed does include the horizontal cuts across the feed direction.

Applicants respectfully request reconsideration of the prior art rejections set forth by the Examiner under 35 USC sections 102 and 103 in light of these claim amendments. Additionally, Applicants note that they have cancelled the remaining claims that the Examiner indicated to be outside of the scope of the election. Applicant submits that the instant claims fall within the scope of the elected claims because the claims merely qualify certain characteristics of the elected roll-shaped printing medium.

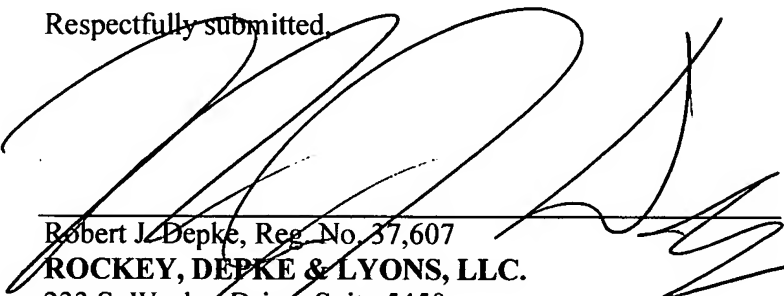
Applicants respectfully submit that the references of record cited by the Examiner provide no teaching or suggestion regarding the subject matter of the present invention as now claimed. Applicants specifically note that Hayama actually indicates that no horizontal cuts should be formed and is directed to an entirely different product which has no relationship to the presently claimed invention. Indeed it is only the instant application that describes the unique and advantageous features of the presently claimed invention.

Appl. No. 10/733,058  
Amendment Dated April 16, 2009  
Reply to Office Action of October 16, 2008

Accordingly, in light of the foregoing, Applicants respectfully submit that all claims now stand in condition for allowance. In the event that it is deemed necessary, the Commissioner is hereby authorized to charge any fees due or to credit any overpayment to Deposit Account No. 50-3891.

Respectfully submitted,

Date: 4/16/09

  
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